

Sparks Bureau of Business and Economic Research Customer Satisfaction Survey

State Workforce Board
December 6, 2013

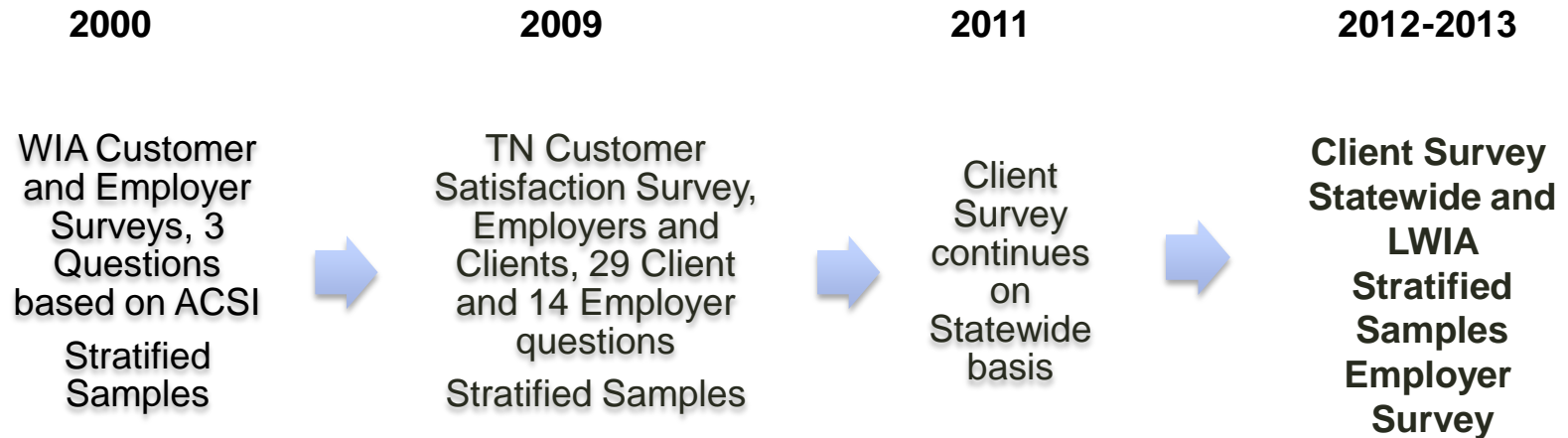
Introduction to SBBER

- Sparks Bureau of Business and Economic Research at The University of Memphis
- Established in 1963
- Conducts applied economic research such as economic impact studies, revenue projects for state and local government, industrial sector studies, labor market analysis, etc.
- Provides research and technical assistance services to state and local governments

Collaboration with Department of Labor

- Actively involved with the Department since 1988
- Survey Research
- Information Technology support
- Applied research studies in areas such as: the implementation and impact of JTPA & WIA programs in TN, program outcomes evaluation, assessment and analysis of program restructuring, the economic impact of dislocated worker programs

Survey History



Client Survey Process

- Participants are called 90 days after they exit from WIA.
- For example, clients who exit in July are called in November.

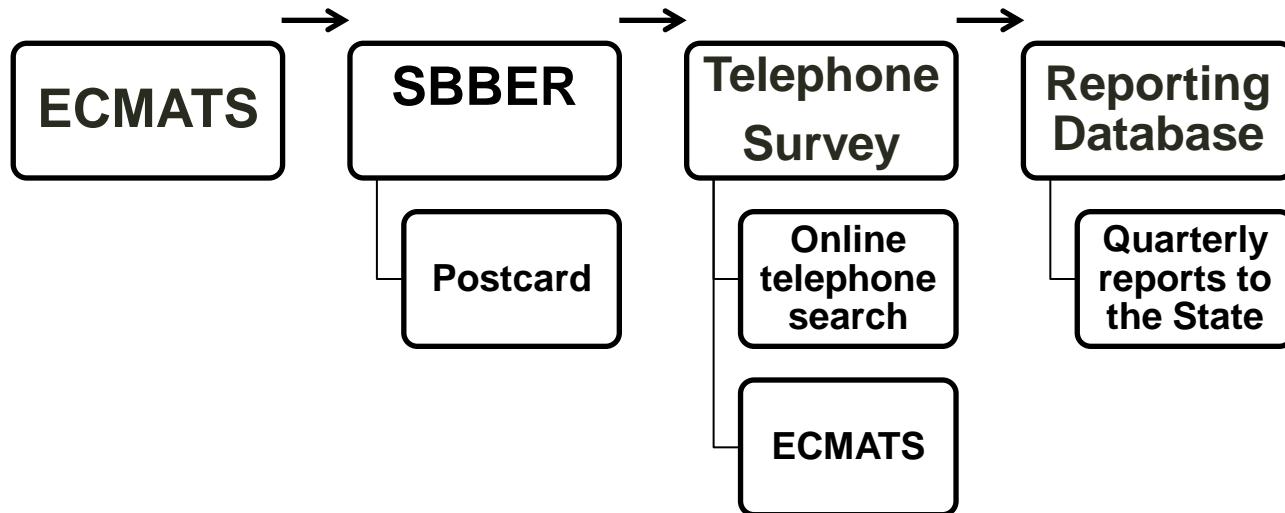
Exit		Survey
July	—————>	November
August	—————>	December
September	—————>	January

Client Survey Process

Some exits are excluded from the survey:

- Incumbent Workers
- Career Readiness Certificates

Client Survey Process



Client Survey Design

2 Introductory Questions

1.How did you hear about the career center?

1.What services did you receive from the career center?

Client Survey Design

3 Questions about the Career Center Staff

1. Did the career center staff seem committed to helping you find a job?
2. Did the career center staff understand your problems and needs?
3. Did the career center staff treat you with dignity and respect?

Client Survey Design

6 Questions about Services

1. Did you have to wait a long time to receive the services you needed?
2. Did the services received meet your needs?
3. Do you feel better about your employment future because of the services you received?
4. What services were most helpful to you?
5. Were there services or training that you felt would have been helpful but were not available through the program? If yes, then what?

Client Survey Design

4 Questions about Job Training

1. Did you receive job training?

If yes, the following questions are also asked:

2. Who provided the training?

3. Did you complete the training?

4. How would you rate the training?

Client Survey Design

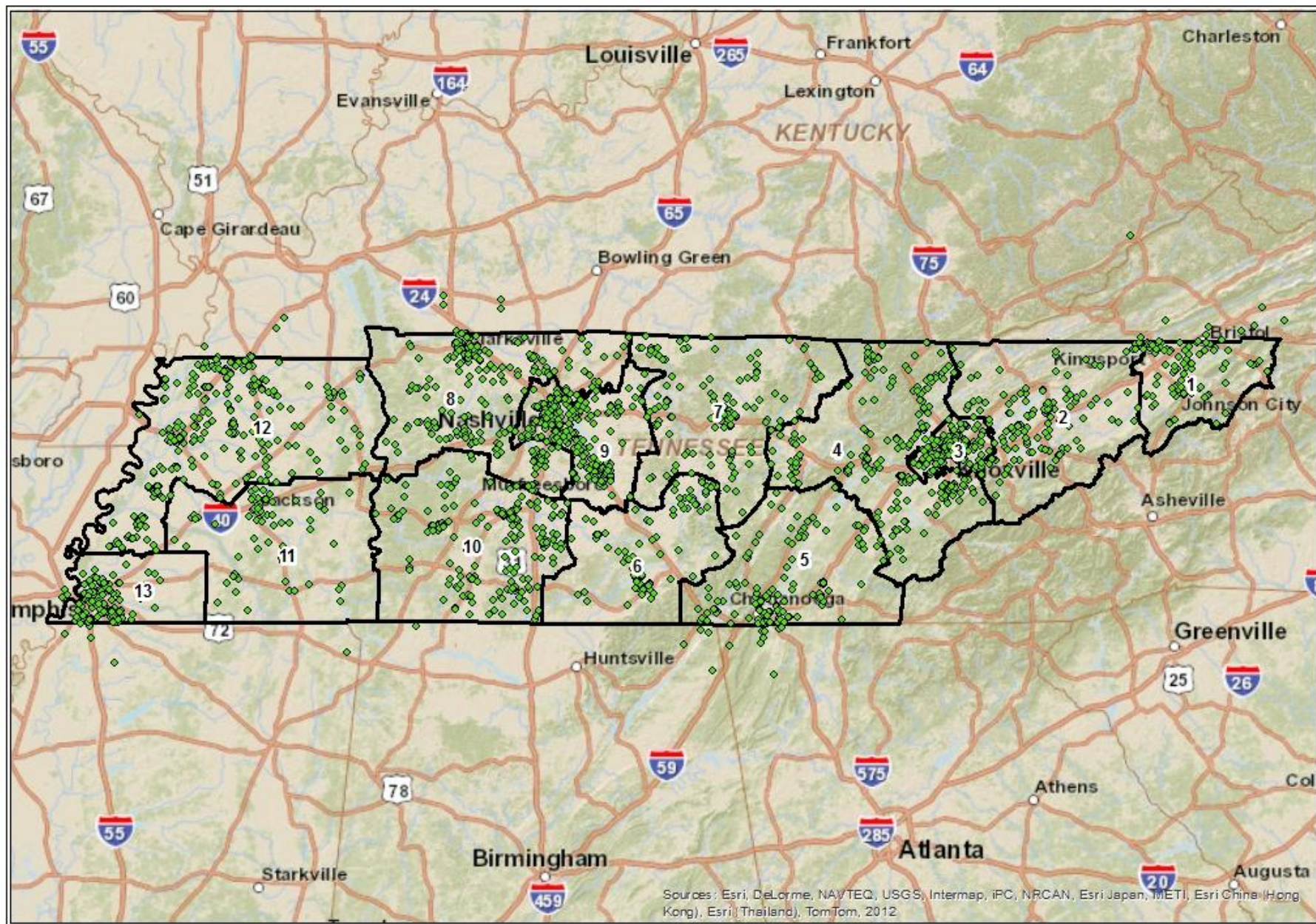
2 Summary Questions

1. Would you use the career center's services again?
2. Would you recommend the career center's services to others?

Client Survey Design

7 Employment Questions (if respondent is employed)

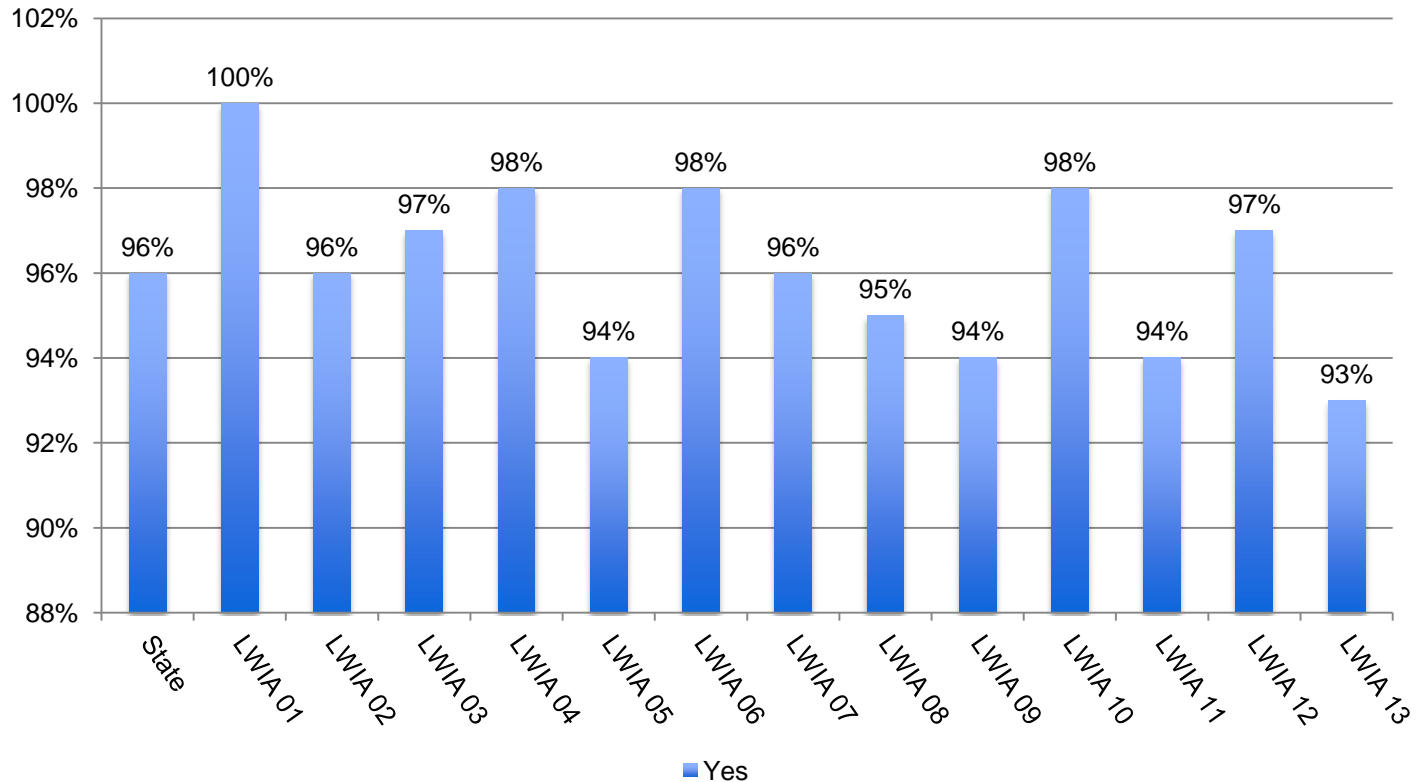
1. Are you working full time or part time?
2. What is the name of your current employer?
3. What is your job title?
4. Where is your job located?
5. Do you know your rate of pay?
6. How many hours do you work in a week?
7. Did your involvement with the career center lead to your current job?



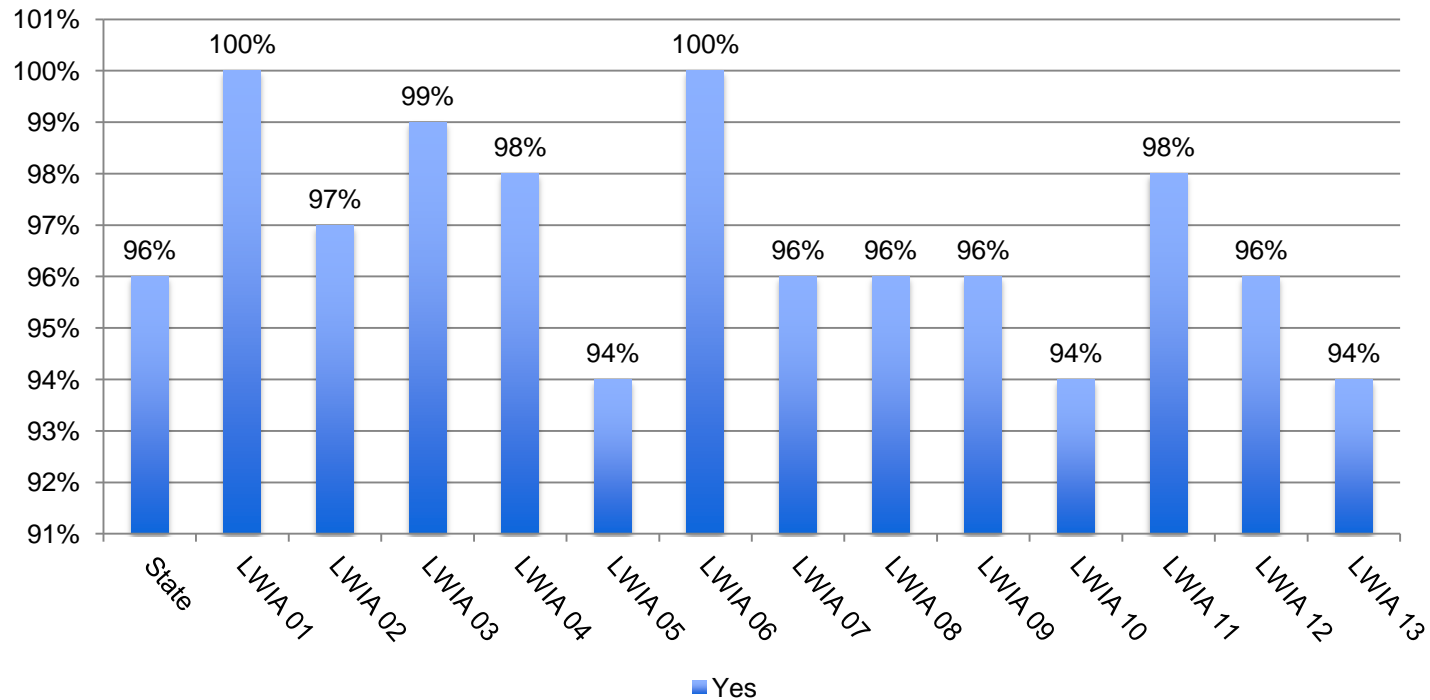
WIA Clients Surveyed, July 2012 - March 2013

◆ Clients

Would you use the career center's services again?



Would you recommend the career center to others?



Employer Survey Process

- Employers are called in the month following completion of services.
- For example, employers who exit in July are called in August.

Exit		Survey
July	—————>	August
August	—————>	September
September	—————>	October

Employer Survey Process

Employer Selection Process

Starting in August 2013:

- Employers who placed a job order and received a referral in July.

Starting in November 2013:

- Employers who placed a job order and had not received a referral in 30+ days.

Employer Survey Design

7 Questions about Services

1. Which program did you receive services from at the career center?
2. What services did you receive from the career center?
3. How often do you feel the need to use the career center's services?
4. What is your overall satisfaction with the services you received?
5. When you contacted the career center, how accessible were the services?
6. Which activities/services were most helpful to you?
7. What about the services could be improved?

Employer Survey Design

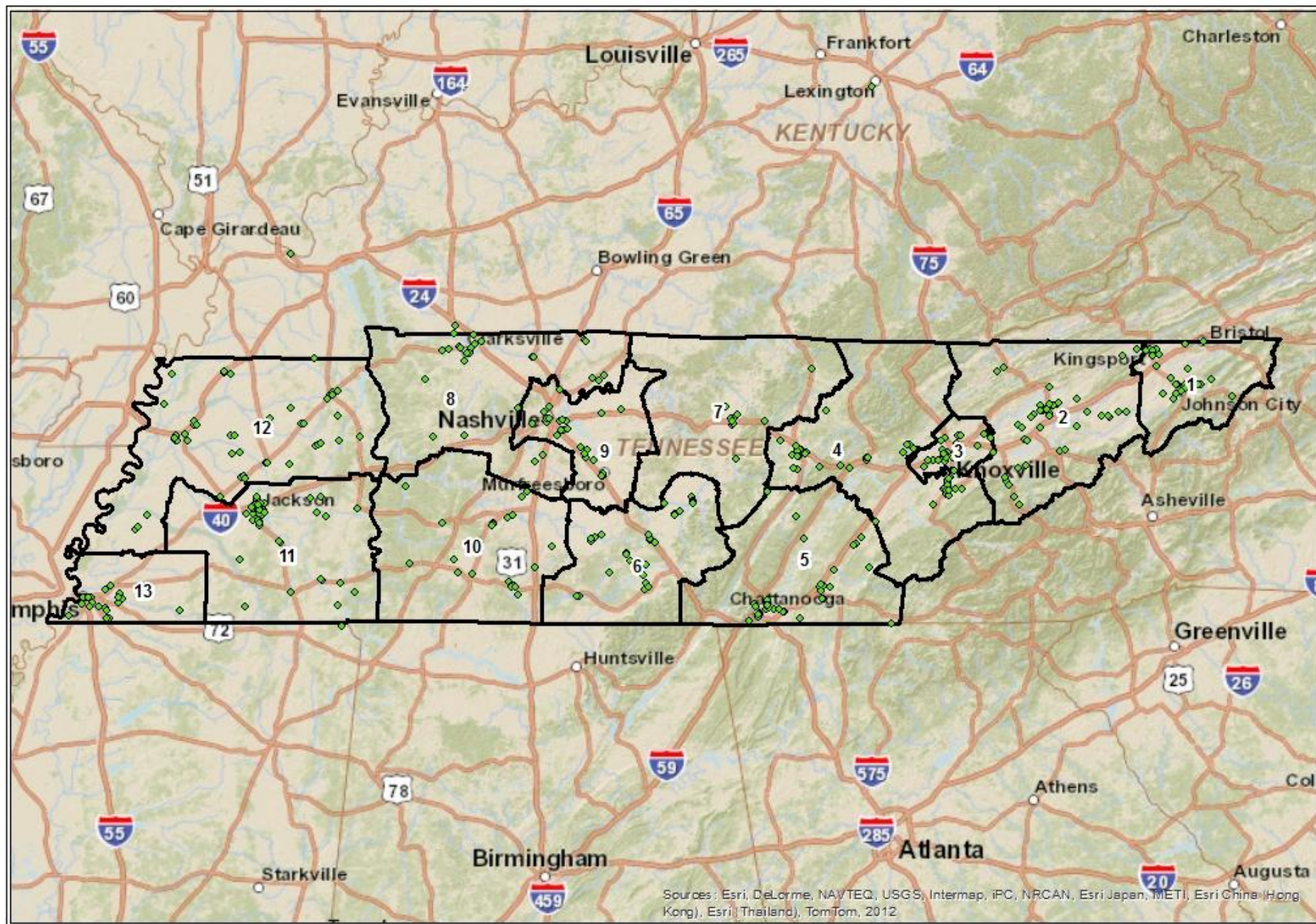
3 Questions about Satisfaction

1. What is your overall satisfaction with the staff efforts to meet your employment needs?
2. What is your overall satisfaction with how long it took to serve you?
3. What is your overall satisfaction with how the staff treated you?

Employer Survey Design

3 Closing Questions

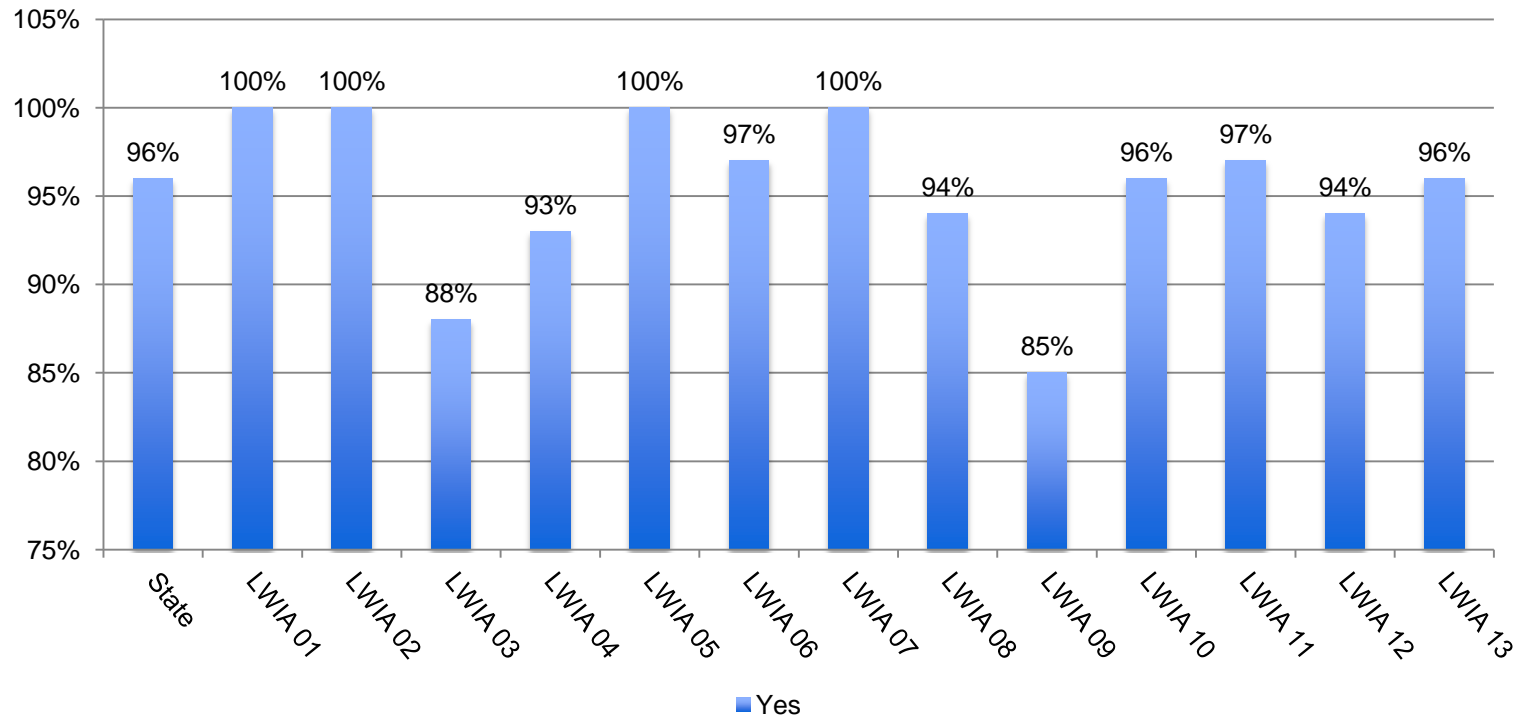
1. Do you consider Career Readiness Certificates in your hiring decisions?
2. Would you recommend this program to other employers?
3. Would you use the Career Center again?



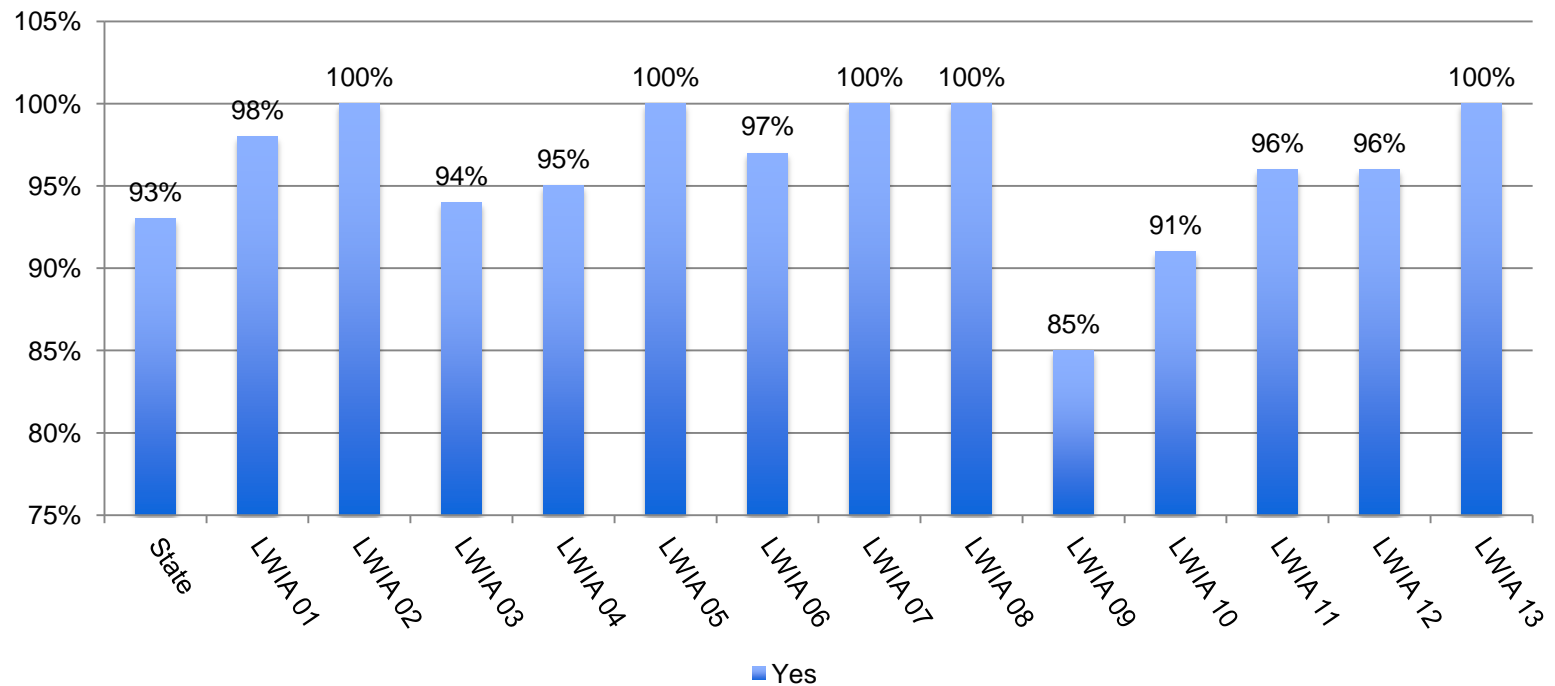
WIA Employers Surveyed, July 2013 - September 2013

◆ Employers

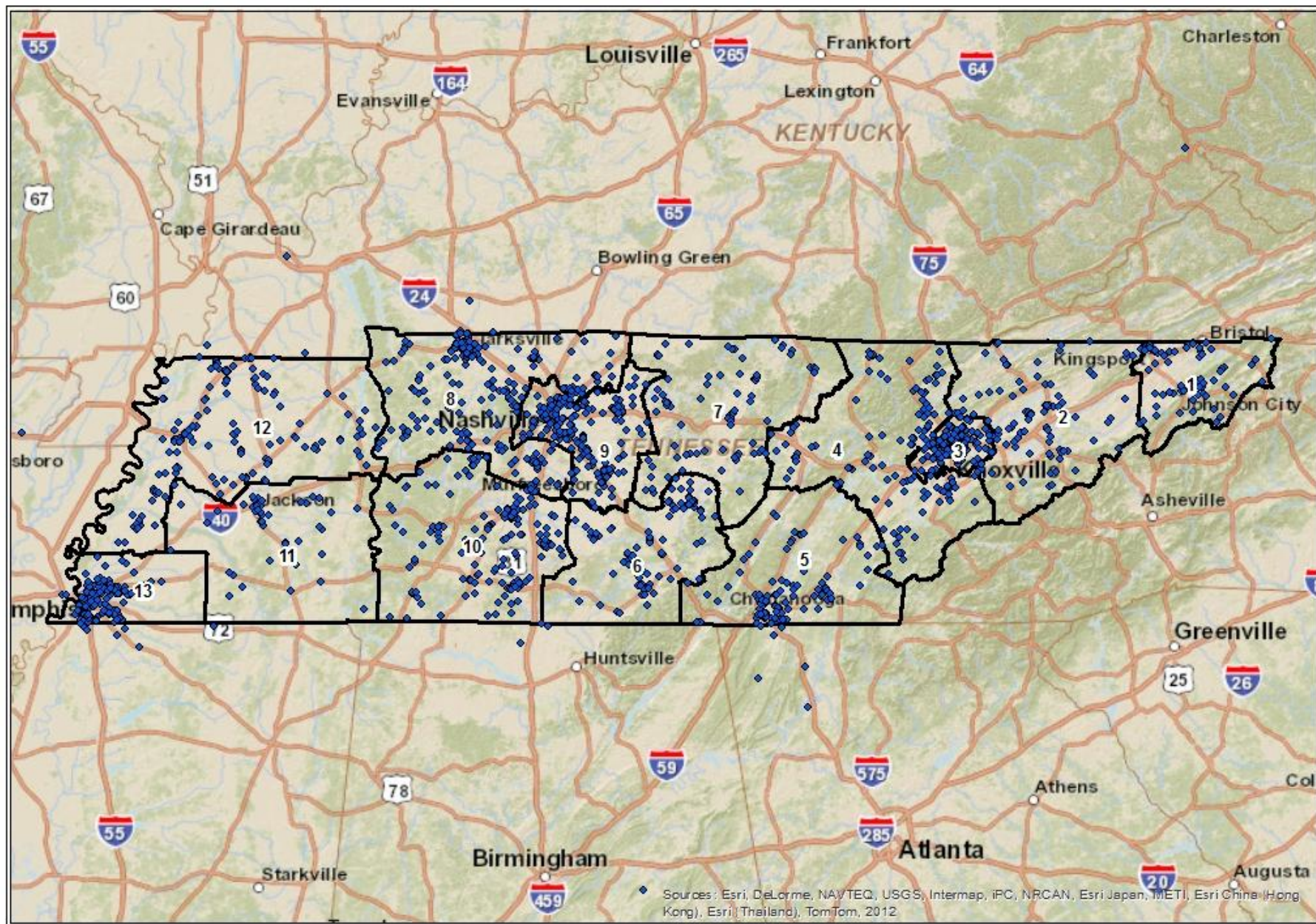
Would you recommend this program to other employers?



Would you use the career center again?



Moving Forward Continuous Improvement



WIA Clients Not Contacted for Survey, July 2012 - March 2013

◆ Clients

Client Non-Contacts

Population:

52% Adults

27% Youth

21% Dislocated Workers

Attempts:

40% Bad Phone Numbers

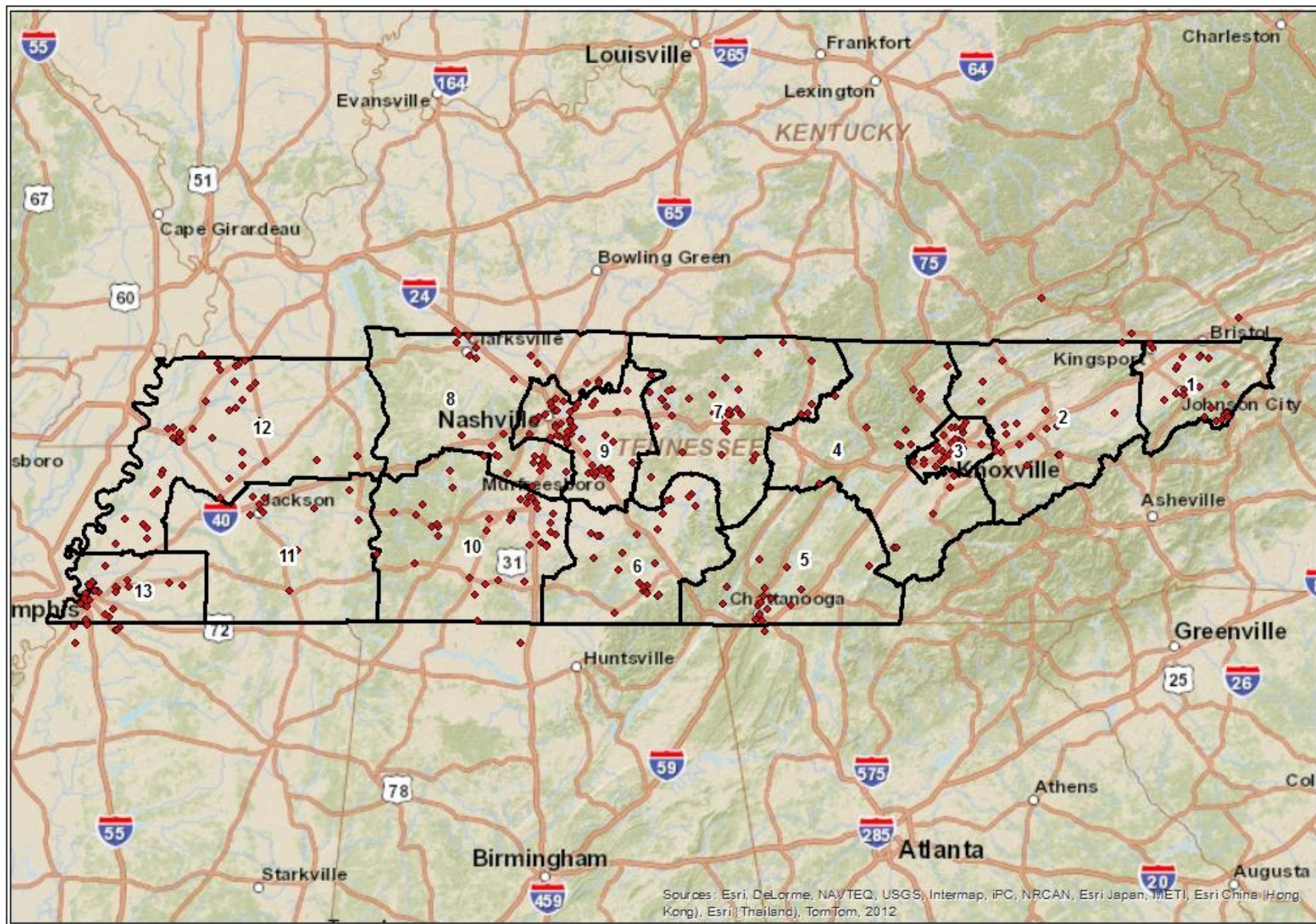
60% Left Message/No Answer

All were reviewed in ECMATS and online data sets.

Each had an average of 19 attempts.

Response to Client Non-Contacts

- Remind Local Workforce Areas to notify clients that they may receive a phone call. Encourage clients to participate in the survey.
- Ask local counselors to verify working phone numbers for clients when they come in for services.
- Submit lists of clients with bad or missing phone numbers to the Local Workforce Areas for additional assistance.
- Work with the Department and Local Workforce Areas to better understand entry points to WIA programs.



WIA Clients Refused Survey, July 2012 - March 2013

◆ Clients

Client Refusals

Population:

48% Adults

27% Youth

25% Dislocated Workers

Each had an average of 5 attempts.

Reasons given for refusing:

- Never went to a career center.
- Have not been to a career center in years.
- Signed up but never went in for services.

Employer Survey

- Starting in January, Local Workforce Areas will be asked to submit employer information for inclusion in surveys.
- Remind Career Center staff and Local Workforce Areas to encourage employers to respond to the survey.
- Consider redesigning survey to incorporate questions regarding use of jobs4tn.gov website.